

Message Text

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ACTION EUR-12

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E.O. 11652: N/A
TAGS: BEXP, YO
SUBJECT: YUGOSLAV FIRM SEEKS AGENCY AGREEMENT WITH U.S. COMPANY

PASS TO: REGO
4201 WEST PETERSON AVE.
CHICAGO, ILL. 60646

1. ZAGREB IMPORT-EXPORT FIRM, RUDAR, WANTS TO ESTABLISH AGENCY AGREEMENT WITH U.S. FIRM "REGO", A DIVISION OF GOLCONDA CORP., 4201 WEST PETERSON AVE., CHICAGO, ILL 60646. RUDAR APPROACHED CONSULATE FOR ASSISTANCE BECAUSE IT WISHES TO BE PUT IN TOUCH DIRECTLY WITH U.S. HEADQUARTERS IN ORDER TO AVOID VARIOUS EUROPEAN MIDDLEMEN SUCH AS CERI (MILAN). SUCH MIDDLEMEN INCREASE PRICES PAID IN YUGOSLAVIA (AND ARE THE COMPETITORS OF WOULD-BE LOCAL AGENTS).

2. REGO, A MANUFACTURER OF GAS FITTINGS, VALVES, GAUGES AND OTHER GAS-RELATED EQUIPMENT, HAS BEEN WELL AND FAVORABLY KNOWN ON THE YUGOSLAV MARKET FOR OVER TEN YEARS. REGO'S PRINCIPAL ADVANTAGE IS THAT ITS PRODUCTS MEET YUGOSLAV STANDARDS AND REGULATIONS. ACCORDING TO RUDAR, INSPECTORS ARE FAMILIAR WITH REGO EQUIPMENT AND QUICKLY APPROVE INSTALLATIONS USING SUCH EQUIPMENT. REGO'S PRICES ARE ALSO FAVORABLE. TO DATE, REGO EQUIPMENT HAS BEEN IMPORTED ON AN AD HOC BASIS, I.E., INDIVIDUAL PURCHASES WITH NO
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SERVICE COMMITMENTS. THE MAIN COMPETITION COMES FROM THE WEST GERMANS.

3. RUDAR CONSIDERS THE POTENTIAL YUGOSLAV MARKET FOR GAS-RELATED EQUIPMENT QUITE LARGE BECAUSE OF THE NUMEROUS GASIFICATION PROJECTS UNDER WAY, E.G. THE SOVIET GAS PIPELINE AND THE DISCOVERY OF GAS IN THE ADRIATIC. THE FIRM SUGGESTS THAT IN THE

EARLY STAGES OF THE RELATIONSHIP, IT ACT STRICTLY AS REGO'S AGENT IN ACCORDANCE WITH YUGOSLAV LAW. LATER, THE TWO FIRMS WOULD ESTABLISH SOME SORT OF COPRODUCTION OR FURTHER COOPERATION SO THAT REGO EQUIPMENT COULD BE SOLD HERE FOR DINARS. RUDAR WOULD FIND A MANUFACTURER/COPRODUCER IN CROATIA OR MIGHT EVEN DO THE WORK IN RUDAR'S OWN (RATHER SMALL) MANUFACTURING PLANT. HOWEVER, RUDAR EMPHASIZES THAT ANY AGENCY AGREEMENT IS CONDITIONAL UPON REGO'S WILLINGNESS TO ENTER COPRODUCTION/COOPERATION.

4. IF REGO IS INTERESTED IN FOLLOWING UP WITH RUDAR, CHIEF CONTACT SHOULD BE MR. DJUKA TERKOVIC, COUNSELOR, SMICIKLASOVA 23, ZAGREB (TELEX 21350 YU; PHONE 448-711). HE ASKS THAT REGO REPRESENTATIVE COME TO ZAGREB SOON, PERHAPS MID-SEPTEMBER, AT WHICH TIME REP CAN SEE RUDAR DISPLAY AT ZAGREB FALL FAIR. IF TERKOVIC NOT AVAILABLE, ENG. KRALJ SHOULD BE CONTACTED.

5. CONSULATE POUCHING EXTRA COPY AGENCY LAW TO HERB LINDSTROM FOR FORWARDING TO APPROPRIATE OFFICIAL IN REGO. WILL ALSO SEND ADDITIONAL INFORMATION ON RUDAR, INCLUDING U.S. COMPANIES REPRESENTED, WHEN AVAILABLE. CHRISTENSEN

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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